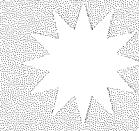


BK - Should
attend ~~one~~
sometime

AGENDA



THE
EXECUTIVE
CONFERENCE
SETTING
DIRECTIONS
FOR THE
PC INDUSTRY

INFOWORLD
EDITORIAL
EVENTS

155 Bovet
Road
Suite 800

San Mateo
California
94402

Telephone
415.
312. 0545

Facsimile
415.
286. 2750

July 6, 1994

John Duhring
Vice President
WAIS, Inc.
1040 Noel Drive
Menlo Park, CA 94025

Dear John:

You are cordially invited to attend the Agenda 95 Conference, which will be held at the Phoenician Resort in Scottsdale, Arizona, September 18th-20th. Your participation in previous year's conferences helped to make them memorable, and we hope to see you again this year. I have enclosed your personal registration form for review, so you only need to indicate your arrival/departure dates, preferred room type, and include some form of payment. Please indicate if you would like information regarding our companion and children activities.

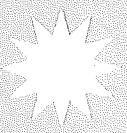
Last year, Agenda 94 sold out quickly, so please take a few moments to register by fax or by phone. Please review the information already completed on your registration form to make sure it is accurate.

Agenda is the event, now in its eighth year, where senior management of the personal computer industry gather to discuss the key issues facing the industry as it continues to mature. This year, we will be focusing on the role of computing in the development of the information highway compared to the role of other industries, such as video games, telecommunications, television (both broadcast and cable), and publishing. We have already confirmed Bill Gates, Jim Cannavino and our special guest speaker for Tuesday's closing dinner, Steve Forbes, *publisher of Forbes Magazine*. And of course, you can look forward to the old favorites: Sunday's golf and tennis tournaments, sponsored by Cunningham Communication; Sunday night's opening dinner, sponsored by Alex Brown & Sons; the Monday afternoon ice cream social and Tuesday night's dinner ... all in the relaxing setting of the Phoenician Resort. We hope to see you in September!

Sincerely,

Stewart Alsop II
Conference Producer

AGENDA



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Agenda 95 Registration Form September 18-20, 1994 The Phoenician Resort, Scottsdale, Arizona

The 8th annual Agenda is sure to sell out. Don't risk being left out of this important conference. Sign up today. Mail or fax this registration form with payment to: Agenda 95, 155 Bovet Road, San Mateo, CA 94402, facsimile at (415) 286-2750. For more information contact us by telephone at (415) 312-0545, by AppleLink at BLANCHE, or MCI Mail at 447-7851.

Participant Information

John Duhring
Vice President
WAIS, Inc.
1040 Noel Drive
Menlo Park, CA 94025

Please be sure to update this information.
Make changes directly on this form.
(Please print clearly)

Name on badge: **John**

Telephone: _____ Assistant: _____

Facsimile: _____ Assistant Phone: _____

If you will be bringing a companion, please complete the information below:

Companion's Information

Full Name: _____

Please send me information about:

Address: _____

Kid's Camp (Funician Club) _____

City/State/Zip: _____

Companion Activities _____

Telephone: _____

(mail this information to the companion address)

Name on Badge: _____

\$ Conference Payment

Payment must accompany this registration form. For immediate registration by credit card, please call (415) 312-0545, or you can fax both sides of this form to (415) 286-2750.

_____ Check (include number) _____ MasterCard _____ VISA _____ American Express

Please make checks payable to Agenda 95

Credit Card Billing (Please print clearly)

Card Number: _____ Expiration Date: _____

Cardholder Name: _____ Signature: _____

Conference Fee.....

\$2495.00



Plus first-night room deposit for the Phoenician

(See other side for room prices).....

+\$

This deposit is required for all participants, even those sharing a room.

Total Payment.....

\$

Please complete the other
side of this registration form.

For office use only: jduhr



Phoenician Hotel Reservations

There is no need to call the Phoenician directly. The Agenda staff will make your hotel reservation. Please remember to keep the Agenda staff posted about any changes including your arrival or departure dates. We can change your arrival date without penalty, if you notify us before September 14th, 1994. After September 14th, you are financially responsible for all nights booked. No-shows will be charged the full rate for hotel rooms. You must give the Phoenician 72 hours notice of any change in departure or you will be charged for any unused nights.

Arrival Date

Friday, September 16
 Saturday, September 17
 Sunday, September 18
 Monday, September 19

Departure Date

Monday, September 19
 Tuesday, September 20
 Wednesday September 21

Please note that check-in time at the Phoenician is 4:00 p.m. and check-out time is noon.
If you're sharing a room with another attendee, please provide their name so we don't double book the room.

Room Type (where applicable, please check whether you prefer a one or two-bedroom suite)

If sharing a room, please provide the name:

Name:

Guest room: \$225.00 per night

Private Lanai Deck, 1 bedroom

Single (one king bed) or Double (two double beds)

Casita Suite: Bedroom, living room, bathroom w/ jetted tub, patio, gourmet kitchen. 1000 square feet

1bd- \$825.00 per night 2-bd-\$1200.00

Ambassador Suite: Parlor, larger bathroom, bedroom and larger balconies, sitting area w/sleeper. 1,000 sq. feet

1 bd -\$775.00 per night 2 bd - \$1,150.00 per night

Governor Suite: \$875.00 per night

Separate bedroom, two closets, dining area and wet bar, pull out sofa. 1200 square feet

Executive Suite: Living room with two sofas (one sleeper) and wetbar, dining table for eight, master bedroom, and full bath, two patios. 1,400 square feet

1-bd -\$925.00 per night 2 bd-\$1,250.00 per night

Transportation Information

The Phoenician Resort is located at the base of Camelback Mountain, resting against the southeast side of the mountain on 130 acres just nine miles from Phoenix Sky Harbor International Airport. Information regarding rental cars, shuttles, limousines and driving instructions will be included with your confirmation letter. Please note that each person is responsible for their own airline reservations and ground transportation.

Shirt Size

Medium Large X-Large XX-Large XXX-Large

Cancellation Policy

Please review our strict cancellation policy. There are no exceptions.

- Registrations are not transferable
- Conference registration fees are refundable until September 2, 1994 less a \$200 service charge
After September 2, there are no refunds for cancellations
- The hotel deposit is refundable up to September 14th, 1994 and is not refundable after that time
- All cancellations must be made in writing

If you have any questions, please contact Blanche McDade at (415) 312-0545, by fax at (415) 286-2750, by AppleLink at BLANCHE, or MCI Mail at 447-7851.